MAY
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	14871	16527	89.97	1.68	2.14
(Alliance)	7930	11216	70.72	.90	1.45
(Encore)	5421	-	-	.61	-
(Eagle)	1520	2591	58.51	.17	.34
CHRYSLER	26903	23127	114.51	3.04	2.99
(Laser)	4780	-	-	.54	-
(Le Baron)	8881	7641	114.74	1.00	.99
(E/NY/S Av/NPT)	13229	13948	92.35	1.50	1.80
DODGE	35923	33195	106.64	4.05	4.30
(Daytona)	3963	-	-	.45	-
(Colt/Vista)	2108	2282	91.89	.24	.30
(Conq/Challenger)	287	1350	21.19	.03	.17
(Omni)	10700	8983	118.05	1.21	1.16
(Aries)	10779	11983	87.96	1.20	1.55
(Diplomat)	2274	2391	94.14	.26	.31
(Dodge 400/600)	5812	5691	100.40	.66	.74
PLYMOUTH	27925	31744	87.55	3.15	4.11
(Colt/Vista)	2072	1951	105.63	.23	.25
(Conq/Sapporo)	274	1059	25.87	.03	.14
(Horizon)	10773	8706	122.82	1.22	1.13
(Reliant)	13420	18355	71.67	1.51	2.37
(Gran Fury)	1386	1673	77.11	.16	.22
CHRYSLER CORP	90751	88056	101.46	10.24	11.40
FORD	108160	86601	123.45	12.21	11.21
(Escort)	32594	35211	91.96	3.68	4.56
(Fairmont)	-	3853	-	-	.50
(Tempo)	19342	840	-	2.18	.11
(LTD)	33161	25716	126.88	3.75	3.33
(Mustang)	10819	10162	105.12	1.22	1.31
(T'Bird)	12244	10819	111.50	1.38	1.40
LINCOLN	11971	7505	155.11	1.35	.97
(Mark VI & VII)	2022	2346	83.93	.23	.30
MERCURY	44912	33018	133.99	5.07	4.27
(Zephyr)	-	940	-	-	.12
(Topaz)	6236	226	-	.70	.03
(Cougar)	9781	7426	131.01	1.11	.96
(Capri)	1474	1616	90.10	.17	.21
(Lynx)	5695	8162	69.48	.64	1.05
LINC/MERC DIV	56883	40523	137.90	6.42	5.24
FORD MOTOR CO	165043	127124	128.05	18.63	16.45
BUICK	85105	71974	116.88	9.61	9.31
(Skyhawk)	12513	7517	165.45	1.41	.97
(Skylark)	9662	9563	100.29	1.09	1.24
(Century)	20641	10497	195.09	2.34	1.36
(Regal)	17424	20239	85.13	1.97	2.62
(Riviera)	4445	3965	112.04	.50	.50
CADILLAC	26120	25553	100.86	2.95	3.31
(Cimarron)	1456	1824	78.89	.16	.24
(Eldorado)	5603	5553	99.26	.64	.72
(Seville)	3025	2531	118.85	.34	.33
CHEVROLET	146079	115341	125.47	16.49	14.92
(Chevette)	15945	16073	98.49	1.80	2.08
(Celebrity)	30198	12150	246.63	3.41	1.57
(Cavalier)	35089	21957	158.87	3.96	2.85
(Camaro)	18796	15712	117.91	2.12	2.03
(Citation)	8014	8611	92.64	.90	1.11
(Corvette)	2374	3201	72.85	.27	.41
(Monte Carlo)	12367	7932	154.25	1.40	1.03
OLDSMOBILE	99575	86350	113.43	11.24	11.17
(Omega)	4579	5297	85.60	.52	.69
(Firenza)	5597	4343	127.31	.63	.56
(Cutlass Ciera)	24283	14057	171.64	2.74	1.82
(Cutlass)	32126	28593	110.42	3.63	3.69
(Toronado)	3364	3214	100.59	.38	.42
PONTIAC	64345	44448	142.41	7.26	5.75
(1000)	2330	3947	75.62	.26	.34
(2000 Sunbird)	12119	8603	139.15	1.38	1.12
(6000)	11433	6980	161.58	1.29	.90
(Phoenix)	1256	2388	51.93	.14	.31
(Bonneville)	6505	6899	92.98	.73	.89
(Firebird)	9602	7709	122.39	1.08	1.00
(Fiero)	9078	-	-	1.02	-
GEN MTRS CORP	421224	343666	121.01	47.55	44.46
Misc. Domestic	30	39	76.92	-	.01
Other Import	194059	197420	97.17	21.90	25.54
U.S. TOTAL	885974	772842	113.17		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END
	1984	1983		1984	1983	1983
AMC	76690	82553	91.10	1.85	2.44	190797
(Alliance)	38702	55919	68.77	.95	1.65	126076
(Encore)	27992	-	-	.68	-	15757
(Eagle)	8996	13547	66.20	.22	.40	30570
CHRYSLER	119972	98696	119.80	2.94	2.91	254175
(Laser)	21184	-	-	.52	-	9518
(Le Baron)	37268	32424	113.58	.91	.96	79464
(E/NY/5 RV/NPT)	61343	58837	102.56	1.51	1.73	153508
DODGE	161021	142356	112.19	3.93	4.20	362192
(Daytona)	18011	-	-	.44	-	7412
(Colt/Vista)	14937	13589	109.40	.37	.40	40527
(Conq/Challenger)	1817	6283	28.70	.04	.19	14052
(Omni)	47771	32569	145.63	1.16	.96	94960
(Aries)	46761	51741	89.53	1.14	1.53	117988
(Diplomat)	8059	10267	77.61	.20	.30	20857
(Dodge 400/600)	23665	25536	91.91	.58	.75	61981
PLYMOUTH	131088	129684	99.75	3.21	3.83	306194
(Colt/Vista)	13505	11777	114.09	.33	.35	35647
(Conq/Sapporo)	1578	5153	30.53	.04	.15	11863
(Horizon)	50338	32186	154.56	1.23	.95	91866
(Reliant)	59947	73038	80.95	1.47	2.16	154679
(Gran Fury)	7720	7530	72.32	.22	.22	11939
CHRYSLER CORP	412081	370736	103.86	10.08	10.94	922561
FORD	518918	380183	134.98	12.69	11.21	1034732
(Escort)	151278	146612	102.63	3.70	4.33	343893
(Fairmont)	-	38046	-	-	1.12	46869
(Tempo)	102216	842	-	2.50	.02	124060
(LTD)	147270	117637	125.12	3.60	3.47	280961
(Mustang)	53431	46854	112.46	1.31	1.38	113957
(T'Bird)	64723	30192	211.27	1.58	.89	124992
LINCOLN	53071	37409	138.14	1.30	1.10	97206
(Mark VI & VII)	14144	11068	124.30	.35	.32	26353
MERCURY	206329	141569	143.72	5.05	4.18	395041
(Zephyr)	-	11226	-	-	.33	13361
(Topaz)	30907	225	-	.76	.01	36106
(Cougar)	46218	17865	255.71	1.12	.53	80388
(Capri)	8169	9447	85.41	.20	.28	22951
(Lynx)	27221	34646	78.27	.67	1.02	83679
LINC/MERC DIV	259400	178978	142.55	6.35	5.28	492247
FORD MOTOR CO	778318	559161	137.40	19.04	16.49	1526979
BUICK	367068	307605	117.94	8.98	9.07	818256
(Skyhawk)	45070	29409	152.19	1.10	.87	71591
(Skylark)	41602	40622	101.69	1.02	1.20	100213
(Century)	82971	46856	175.65	2.03	1.38	146211
(Regal)	80186	90771	87.40	1.96	2.67	226966
(Riviera)	21892	17977	119.60	.54	.53	51123
CADILLAC	122217	111244	108.47	2.99	3.28	291552
(Cimarron)	7382	8071	90.78	.18	.24	19124
(Eldorado)	27095	24937	106.83	.66	.74	69487
(Seville)	14182	11354	123.80	.35	.33	32501
CHEVROLET	651740	484525	135.21	15.95	14.30	1310503
(Chevette)	77916	71385	108.52	1.91	2.11	175053
(Celebrity)	132511	52492	250.59	3.24	1.55	172350
(Cavalier)	145292	78200	184.67	3.56	2.31	249697
(Camaro)	79222	65705	118.82	1.94	1.94	175690
(Citation)	43379	43601	99.04	1.06	1.29	92126
(Corvette)	11935	8275	141.81	.29	.24	26037
(Monte Carlo)	57281	26938	152.85	1.40	1.09	102628
OLDSMOBILE	457453	366802	122.81	11.19	10.82	971229
(Omega)	19304	21355	89.78	.47	.63	49081
(Firenza)	22980	16837	175.03	.56	.50	43896
(Cutlass Ciera)	103366	58392	175.80	2.53	1.72	185756
(Cutlass)	150284	124479	118.54	3.67	3.67	319074
(Toronado)	16202	14226	110.04	.40	.42	39101
PONTIAC	280242	185263	149.15	6.86	5.46	536404
(1000)	11093	13586	80.58	.27	.40	33710
(2000 Sunbird)	47845	31292	15.28	1.17	.92	85435
(3000)	49781	29077	169.25	1.22	.86	89890
(Phoenix)	5616	11973	46.40	.14	.35	24619
(Bonneville)	29614	29581	98.64	.72	.87	81998
(Firebird)	40804	35924	111.86	1.00	1.06	90859
(Fiero)	42831	-	-	1.05	-	18038
GEN MTRS SUBP	1878720	1455499	127.50	45.97	42.93	3927944
Misc. Domestic	108	341	31.67	-	.01	617
Other Import	942643	921829	101.28	23.06	27.19	2355208
U.S. TOTAL	4087560	3390119	119.18			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '84 vs '83	% IND	
	1984		1984	1983		1984	1983
Dodge	36674	10.53	165482	99786	163.53	10.36	9.15
Plymouth	7567	2.16	31795	3855	819.20	1.99	.35
Ford	101553	29.16	465407	347323	131.34	29.13	31.88
Chevrolet	98005	28.14	444596	330981	131.43	27.83	30.36
G.M.C.	25777	7.40	118381	93569	123.90	7.45	8.58
IH	5585	1.60	22690	17785	125.36	1.42	1.63
Jeep Truck	12001	3.45	55210	26664	203.68	3.46	2.45
Mack/Midliner	2211	.63	8553	5804	147.33	.54	.53
Kenworth	1124	.32	5711	2612	217.57	.30	.24
Peterbilt	1132	.33	4921	2685	181.86	.31	.25
Daimler-Benz Corp	1792	.51	6945	4712	147.39	.43	.43
Volvo White	660	.19	4117	1734	237.14	.26	.16
Western Star	64	.02	213	123	173.17	.01	.01
Miscellaneous	54188	15.56	262784	152419	170.25	16.45	13.98
U. S. Total	348213		1597405	1030052	143.88		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	109585	55893	-	-	-	-	-	-
(Dodge 1)	77388	34775	-	-	-	-	-	-
Plymouth *	31708	87	-	-	-	-	-	-
Ford	130050	316140	-	-	-	5136	9731	4350
(Ford 2)	126582	104640	-	-	-	-	-	-
Chevrolet	224624	198709	15787	-	94	2070	3111	201
(Chev 3)	154148	79860	-	-	-	-	-	-
G.M.C.	51610	54513	498	-	766	2102	5090	4402
(G.M.C 4)	32066	19742	-	-	-	-	-	-
I.H.	-	-	-	-	-	6273	5543	10874
Jeep Truck	46291	8919	-	-	-	-	-	-
(Jeep 5)	46291	7343	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1285	200	7068
Kenworth	-	-	-	-	-	-	-	5711
Peterbilt	-	-	-	-	-	-	-	4921
Daimler-Benz Corp.	-	-	-	-	-	530	266	6149
Volvo White	-	-	-	-	-	-	497	3620
Western Star	-	-	-	-	-	-	-	213
Miscellaneous	259125	2855	76	244	-	21	34	429
Total	852997	637116	16361	244	860	17417	24472	47938
1983 Total	570423	452750	3774	115	242	15256	18883	28609
1984 vs '83	147.14	137.56	433.33	212.17	355.37	112.21	127.73	166.26

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon.

2 Includes Ranger, Bronco and Vans.

3 Includes El Camino, Blazer, S10 and Vans.

* Plymouth Includes Scamp, Voyager, and Voyager FWD.

4 Includes Vans, Jimmy, S15 and Caballero.

5 Includes CJ's, Cherokee, Wagoneer and Scrambler.

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	12452	.30	13589	.40
Dodge Colt Vista SW	2485	.06	-	-
Dodge Conquest	1340	.03	-	-
Dodge Challenger	477	.01	6283	.19
Plymouth Colt	11241	.28	11777	.35
Plymouth Colt Vista SW	2264	.06	-	-
Plymouth Conquest	1224	.03	-	-
Plymouth Sapporo	354	.01	5153	.15
Total Domestic Sponsored Imports	31837	.78	36802	1.09
OTHER IMPORTS				
Isuzu	7686	.19	6633	.20
Nissan	178531	4.37	207842	6.13
Honda	193653	4.74	151191	4.46
Mazda	62695	1.53	69953	2.06
Mercedes-Benz	33297	.81	28319	.84
Renault	5447	.13	12423	.37
Subaru	57317	1.40	58617	1.73
Toyota	182626	4.47	214007	6.31
Volkswagen	68239	1.67	55900	1.65
Volvo	41333	1.01	36019	1.06
Others	111819	2.74	80925	2.39
Total Other Imports	942643	23.06	921829	27.19
GRAND TOTAL ALL IMPORT CARS	974480	23.84	958631	28.28

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1723	.16
Dodge RAM 50	15934	1.00	10274	.94
Ford Courier	-	-	8448	.78
Plymouth Arrow	-	-	653	.06
Total Domestic Sponsored Imports	15934	1.00	21098	1.94
OTHER IMPORTS				
Isuzu	13013	.81	7950	.73
Nissan	81464	5.10	45050	4.13
Mazda	47192	2.95	25065	2.30
Subaru	2102	.13	2486	.23
Toyota	102498	6.42	59439	5.45
Volkswagen	8009	.50	8400	.77
Others	6385	.40	3488	.32
Total Other Import Trucks	260663	16.32	151878	13.93
GRAND TOTAL ALL IMPORT TRUCKS	276597	17.32	172976	15.87

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	77622	4.86	69901	6.41
DODGE RAMPAGE	4101	.26	4986	.46
FORD RANGER	89822	5.62	67964	6.23
GMC S15	16975	1.06	15653	1.44

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10820234	3509328
*1978	10946104	3983340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754362	2430471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-84

MAY 1984 ISSUED 07/84

7/84

New Truck Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 70%

RADIO—BY 70%

MAGAZINES—BY 63%

NEWSPAPERS—BY 65%

New Truck Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

C 7715-3

JUNE
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	16705	16185	102.06	1.80	1.86
(Alliance)	8783	12105	71.71	.95	1.39
(Encore)	6520	-	-	.70	-
(Eagle)	1402	2225	62.56	.15	.26
CHRYSLER	29130	24985	119.55	3.14	2.76
(Laser)	5325	-	-	.57	-
(Le Baron)	10028	8159	120.38	1.08	.94
(E/NY/S RV/NPT)	13763	14536	93.28	1.49	1.67
DODGE	37953	36439	102.97	4.09	4.20
(Daytona)	4282	-	-	.46	-
(Colt/Vista)	2633	3000	87.50	.28	.35
(Conq/Challenger)	294	1706	17.17	.03	.20
(Omni)	10467	9981	104.55	1.13	1.15
(Aries)	11210	12717	85.91	1.21	1.46
(Diplomat)	3144	2864	109.01	.34	.33
(Dodge 400/600)	5903	5695	105.13	.64	.66
PLYMOUTH	30151	30358	98.44	3.25	3.49
(Colt/Vista)	2350	2794	83.61	.25	.32
(Conq/Sapporo)	250	1409	17.46	.03	.16
(Horizon)	11016	9750	112.47	1.19	1.12
(Reliant)	14670	14600	99.37	1.58	1.68
(Gran Fury)	1865	1805	101.27	.20	.21
CHRYSLER CORP	97234	90782	105.84	10.48	10.45
FORD	112334	102455	107.98	12.08	11.79
(Escort)	31853	40641	77.87	3.43	4.67
(Fairmont)	-	3040	-	-	.35
(Tempo)	21644	8678	245.93	2.33	1.00
(LTD)	33968	25861	131.19	3.67	2.93
(Mustang)	11896	11893	98.81	1.28	1.37
(T'Bird)	12673	12742	98.00	1.37	1.47
LINCOLN	14250	8127	172.40	1.54	.94
(Mark VI & VII)	2949	2615	111.47	.32	.31
MERCURY	45634	33456	113.91	4.91	4.54
(Zephyr)	-	975	-	-	.11
(Topaz)	5764	2363	242.53	.62	.27
(Cougar)	9964	8300	117.58	1.07	.96
(Capri)	1456	2291	62.81	.16	.26
(Lynx)	5326	9558	55.52	.57	1.10
LINC/MERC DIV	59884	47583	123.90	6.45	5.48
FORD MOTOR CO	171918	150038	113.03	18.53	17.27
BUICK	81920	80972	103.36	9.15	9.32
(Skyhawk)	13202	8169	159.91	1.42	.94
(Skylark)	9792	12098	79.67	1.05	1.39
(Century)	17814	12717	138.40	1.92	1.46
(Regal)	18413	21970	82.65	1.98	2.53
(Riviera)	4175	3993	102.93	.45	.46
CADILLAC	26722	25967	101.93	2.88	2.99
(Cimarron)	1473	1954	74.59	.16	.23
(Eldorado)	5704	5793	97.39	.62	.67
(Seville)	2985	2637	112.02	.32	.30
CHEVROLET	147331	137245	106.23	15.88	15.79
(Chevette)	14784	18378	80.00	1.59	2.12
(Celebrity)	30972	15271	200.59	3.34	1.76
(Cavalier)	34298	28684	118.72	3.71	3.29
(Camaro)	19704	18060	107.60	2.12	2.08
(Citation)	9040	11660	77.22	.97	1.34
(Corvette)	2221	3132	69.60	.24	.36
(Monte Carlo)	11252	8941	124.20	1.21	1.03
GM DIMENSIVE	101900	93541	107.06	10.98	10.77
(Omega)	4281	6339	66.81	.46	.73
(Firenza)	6256	5504	111.81	.67	.63
(Cutlass Ciera)	24802	16561	148.27	2.67	1.91
(Cutlass)	29801	29511	99.40	3.21	3.40
(Toronado)	3579	3285	104.63	.39	.38
PONTIAC	63335	51309	121.25	6.83	5.91
(1000)	2264	3635	60.66	.24	.42
(2000 Sunbird)	12170	10403	115.49	1.31	1.19
(6000)	11752	7696	149.92	1.27	.89
(Phoenix)	1416	2748	50.62	.15	.32
(Bonneville)	5991	7522	78.72	.65	.87
(Firebird)	9710	8550	111.36	1.05	.98
(Fiero)	8288	-	-	.89	-
GEN MTRS CORP	424208	389034	107.53	45.72	44.78
Misc. Domestic	32	52	61.54	-	.01
Other Import	217752	222647	97.02	23.47	25.63
U.S TOTAL	927849	868738	105.50		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
AMC	92395	98738	92.94	1.84	2.32	190797
(Alliance)	47485	68024	69.30	.94	1.60	126076
(Encore)	34512	-	-	.69	-	15757
(Eagle)	10398	15772	65.69	.21	.37	30570
CHRYSLER	149102	126881	115.75	2.97	2.88	254175
(Laser)	26509	-	-	.53	-	9518
(Le Baron)	47296	40583	114.94	.94	.95	79484
(E/MY/S AY/NP1)	75106	73373	100.72	1.50	1.73	153508
DODGE	198974	178795	110.31	3.88	4.20	362192
(Daytona)	22293	-	-	.44	-	7412
(Colt/Vista)	17570	16589	105.44	.35	.39	40527
(Conq/Challenger)	2111	7989	26.24	.04	.19	14032
(Omni)	58258	42550	135.99	1.18	1.00	94960
(Aries)	57371	54458	88.86	1.16	1.51	117988
(Diplomat)	11203	13131	84.46	.22	.31	20857
(Dodge 400/600)	29556	31231	93.95	.59	.73	61961
PLYMOUTH	161239	160042	99.48	3.21	3.76	306194
(Colt/Vista)	15855	14571	108.24	.32	.34	35647
(Conq/Sapporo)	1828	6562	27.72	.04	.15	11863
(Horizon)	61354	41936	144.78	1.22	.98	91866
(Reliant)	74617	87638	84.02	1.48	2.07	154679
(Gran Fury)	7585	9335	77.92	.15	.22	12139
CHRYSLER CORP.	509315	461518	105.07	10.16	10.84	922561
FORD	630952	482638	129.25	12.58	11.33	1034732
(Escort)	183131	187253	97.25	3.66	4.40	343893
(Fairmont)	-	41086	-	-	.96	46869
(Tempo)	123860	9520	-	2.47	.22	124060
(LTD)	181238	143098	124.56	3.61	3.36	280961
(Mustang)	65327	58747	109.69	1.30	1.38	113357
(T'Bird)	77196	42934	177.66	1.54	1.01	124992
LINCOLN	67321	45536	144.25	1.34	1.07	97206
(Mark VI & VII)	17093	13663	121.84	.34	.32	26353
MERCURY	251963	181025	137.22	5.03	4.25	395041
(Zephyr)	-	12261	-	-	.29	13361
(Topaz)	36671	2588	-	.73	.06	36106
(Cougar)	56182	26165	210.53	1.13	.61	80388
(Capri)	9625	11748	81.00	.19	.28	22951
(Lynx)	32547	44204	73.36	.65	1.03	83679
LINC/MERC DIV.	319284	226561	138.63	6.37	5.32	492247
FORD MOTOR CO.	950236	709199	132.24	18.95	16.65	1526979
BUICK	451988	388571	114.30	9.01	9.12	818256
(Skyhawk)	58272	37570	153.87	1.16	.88	71501
(Skylark)	51344	52720	96.64	1.02	1.24	100213
(Century)	100785	59573	167.70	2.01	1.40	146211
(Regal)	98599	112741	86.48	1.97	2.64	226966
(Riviera)	26067	21870	116.57	.52	.52	51123
CADILLAC	148939	137..	107.23	2.97	3.22	291552
(Cimarron)	8855	10035	87.61	.18	.24	19124
(Eldorado)	32799	30750	105.13	.65	.72	69487
(Seville)	17167	13991	121.58	.34	.33	32501
CHEVROLET	799071	621770	127.25	15.93	14.61	1310503
(Chevette)	92700	89763	102.68	1.85	2.11	176053
(Celebrity)	163483	67769	239.32	3.26	1.59	172350
(Cavalier)	179590	106884	166.97	3.57	2.51	249697
(Camaro)	98926	83765	116.40	1.97	1.97	175690
(Citation)	52419	55261	94.44	1.05	1.30	92126
(Corvette)	14156	11407	121.99	.28	.27	26037
(Monte Carlo)	68533	45879	147.27	1.37	1.08	102628
OLDSMOBILE	559353	460403	119.61	11.15	10.81	971229
(Omega)	23585	27694	84.52	.47	.65	49081
(Firenza)	29236	22341	129.31	.58	.52	43896
(Cutlass Ciera)	128168	74953	169.72	2.56	1.76	185756
(Cutlass)	180085	153990	115.20	3.59	3.62	319074
(Toronado)	19781	17511	109.02	.39	.41	39101
PONTIAC	343577	236572	143.10	6.85	5.55	536404
(1000)	13357	17221	76.37	.27	.40	33710
(2000 Sunbird)	60015	41695	142.35	1.20	.98	85435
(6000)	61533	36713	165.20	1.22	.86	89890
(Phoenix)	7032	14721	47.19	.14	.35	24619
(Bonneville)	35605	37103	94.60	.71	.87	81998
(Firebird)	50514	44474	111.76	1.01	1.04	90859
(Fiero)	51119	-	-	1.02	-	18038
GEN MTRS CORP.	2302928	1844533	123.29	45.91	43.31	3927944
Misc. Domestic	140	393	35.62	-	.01	617
Other Import	1160395	1144476	100.45	23.14	26.87	2355288
U.S. TOTAL	5015409	4258857	118.39			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE		YEAR TO DATE		% '84 VS '83	% IND	
	1984	% IND	1984	1983		1984	1983
Dodge	33245	10.81	204730	123765	165.14	10.44	9.07
Plymouth	7596	2.09	39391	4768	820.24	2.01	.35
Ford	105438	29.04	570845	433863	128.89	29.13	31.80
Chevrolet	100247	27.60	544843	417579	127.73	27.79	30.59
G.M.C.	27572	7.59	146553	117882	121.14	7.48	8.64
IH	5234	1.44	27924	21892	125.48	1.42	1.60
Jeep Truck	13302	3.66	68512	33230	202.70	3.49	2.43
Mack/Midliner	2315	.64	10868	7137	151.87	.55	.52
Kenworth	822	.23	6533	3070	211.89	.33	.22
Peterbilt	954	.26	5875	3195	182.89	.30	.23
Daimler-Benz Corp.	1230	.34	8175	6234	131.14	.42	.46
Volvo white	745	.21	4662	2235	217.32	.25	.16
Western Star	47	.01	256	145	176.55	.01	.01
Miscellaneous	54406	16.08	321190	190046	166.85	16.38	13.92
U. S. Total	363152		1960557	1365041	141.01		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	135806	68924	-	-	-	-	-	-
(Dodge 1)	98781	43151	-	-	-	-	-	-
Plymouth *	39295	96	-	-	-	-	-	-
Ford	158413	389041	-	-	-	5989	12001	5401
(Ford 2)	154812	127895	-	-	-	-	-	-
Chevrolet	275697	242990	19334	-	111	2549	3887	275
(Chev 3)	186747	98579	-	-	-	-	-	6533
G.M.C.	64078	66522	630	-	986	2526	6179	5632
(G.M.C 4)	39416	24167	-	-	-	-	-	-
I.H.	-	-	-	-	-	7692	6909	13323
Jeep Truck	57986	10526	-	-	-	-	-	-
(Jeep 5)	57986	8668	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1581	261	9026
Kenworth	-	-	-	-	-	-	-	6533
Peterbilt	-	-	-	-	-	-	-	5875
Daimler-Benz Corp.	-	-	-	-	-	605	312	7258
Volvo White	-	-	-	-	-	-	601	4261
Western Star	-	-	-	-	-	-	-	256
Miscellaneous	316546	3615	95	329	-	29	46	530
Total	1047821	781714	20059	329	1097	20971	30196	58370
1983 Total	716615	565417	5835	149	270	16650	23149	34950
1984 vs '83	143.86	135.14	343.60	220.81	406.30	110.47	128.59	165.68

(Memo Total)-To be included in GVW 1,2 & 3
1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

* Plymouth Includes Scamp, Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

3

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	14556	.29	16589	.39
Dodge Colt Vista SW	3014	.06	-	-
Dodge Conquest	1597	.03	-	-
Dodge Challenger	514	.01	7989	.19
Plymouth Colt	13108	.26	14571	.34
Plymouth Colt Vista SW	2747	.05	-	-
Plymouth Conquest	1459	.03	-	-
Plymouth Sapporo	369	.01	6562	.15
Total Domestic Sponsored Imports	38033	.76	45711	1.07
OTHER IMPORTS				
Isuzu	9574	.19	8338	.20
Nissan	224311	4.47	257056	6.04
Honda	235660	4.70	188702	4.43
Mazda	76037	1.52	85250	2.00
Mercedes-Benz	39572	.79	34564	.82
Renault	6630	.13	15247	.38
Subaru	83265	1.38	71284	1.67
Toyota	227775	4.54	266313	6.25
Volkswagen	83451	1.66	68564	1.61
Volvo	50451	1.01	45958	1.08
Others	137669	2.74	101790	2.39
Total Other Imports	1160395	23.14	1144476	26.87
GRAND TOTAL ALL IMPORT CARS	1198428	23.89	1190187	27.95

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	1860	.14
Dodge RAM 50	20128	1.03	12616	.92
Ford Courier	-	-	8649	.65
Plymouth Arrow	-	-	713	.05
Total Domestic Sponsored Imports	20128	1.03	23858	1.75
OTHER IMPORTS				
Isuzu	17583	.90	9813	.72
Nissan	98502	5.02	56419	4.13
Mazda	56192	2.87	31053	2.27
Subaru	2474	.13	2924	.21
Toyota	126001	6.45	74755	5.48
Volkswagen	9984	.51	9976	.73
Others	7324	.40	4418	.32
Total Other Import Trucks	318540	16.25	189364	13.87
GRAND TOTAL ALL IMPORT TRUCKS	338668	17.27	213222	15.62

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	94828	4.84	83216	6.54
DODGE RAMPAGE	5021	.26	5333	.44
FORD RANGER	104365	5.58	85836	6.29
GMC S15	20748	1.06	20100	1.47

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656818
*1975	8261840	2397417
*1976	9751485	3049009
*1977	10826234	3509328
*1978	10946104	3863340
*1979	10956695	3472209
*1980	8760837	2476777
*1981	8443919	2185489
*1982	7756342	2490471
*1983	8924186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-84

JUNE 1984 ISSUED 08/84

8/84

4